

Times of India - Bombay Times

It's an all new experience at Pizza Hut!

Pizza Hut recently held a launch party at its Juhu-Tara Road restaurant to celebrate the brand's transformation. At the event, Pizza Hut unveiled an all new enhanced experience that includes a new upgraded décor, expanded menu and a new logo and tagline. Pizza Hut will therefore now offer an enhanced casual dining experience to its customers.

And it was none other than friends **Lara Dutta** and **Kunal Kapoor** who revealed the new logo and tagline — 'Stories happen'. The duo brought alive the essence of the brand by regaling old and new friends present at the launch with wonderful memories of their shared moments at Pizza Hut.

The new Pizza Hut offers a comfortable and attractive new décor which makes it the ideal place to 'hang out' with close friends.

Comfortable sofas in warm tones, attractive wall facades and as a total step away from tradition — no overt branding — set the mood. There is also a vast new menu to tantalise your taste buds. So what does the exciting new menu offer? Besides a whole lot of pizzas, the menu also has a range of pastas, appetisers and beverages. These include a wide range of vegetarian and non-vegetarian appetisers such as jalapeño poppers, chicken and seafood platters and sesame chicken, and a variety of exotic pastas such as Florentine Fettucine and Arabiatta Farfalle. Refreshing drinks like Pink Grapefruit Sparkle and Hazelnut and Coffee Rendezvous are perfect accompaniments. The pizzas, too, have a choice of different bases such as thin crust and there are a variety of new toppings to choose from. Your favourite Pizza Hut now gives you so many more reasons to get together with friends!

The all new Pizza Hut experience is the brand's latest initiative to give the growing young population of India a place to go that is casual and affordable yet international with local appeal. Speaking at the launch party, **Niren Chaudhary**, Managing Director, Yum! Restaurants India said, "Young Indians are not necessarily looking for just fast food or fine dining options. In fact, evolved young diners are today looking for places that will be extensions of their own comfort zones and homes, where they can get together with friends and families, relax, talk and have fun over good food that does not pinch their wallet. Pizza Hut fits perfectly in this casual dining space and provides the perfect setting and mood for great relationships to be formed over good food."

Even as Lara and Kunal took a trip down memory lane and reminisced about the good times they have spent at Pizza Hut, they expressed their joy to be a part of the celebrations of the new Pizza Hut experience. "I have very happy memories of the times spent bonding with my friends over the delicious food here and am proud and excited to be present with my dear friend Kunal as our old favourite re-opens in a brand new avatar," smiled Lara. To which Kunal added, "When it comes to sharing good times with friends, the Juhu Pizza Hut is definitely one of my favourite haunts. Much as I loved the old Pizza Hut, I'm even more excited about the new experience here with its cool new décor and mouth watering menu. I'm definitely going to be spending time with friends here!"

Pizza Hut has embarked on an exhilarating new journey in India beginning with the Juhu restaurant and looks forward to creating exciting new stories together with its customers, even as globally, the brand celebrates its 50th anniversary. Beginning with the Juhu restaurant in Mumbai, Pizza Hut will soon be rolling out the all new Pizza Hut experience across its restaurants in different parts of the country. So, come with your friends and experience the enhanced décor, the expanded menu and create new memories.

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